

A summarizing view of business functions for work planning.

01



## FOUNDATION

All business functions required to keep a business in existence.

Laws & Legality  
Finance & Accounting  
Business Model  
Management

02



## ACQUISITION

All business functions used to gain or generate prospects and new customers.

Marketing  
Advertising  
Sales And Distribution  
Lead Generation

03



## DELIVERY

All business functions required to manage the customer relationship

Logistics  
Billing  
Customer Support  
Accessibility

04



## EXIT

All business functions used to release a customer from the business smoothly and amicably.

Customer Feedback  
Satisfaction Survey  
Referral  
Service Report